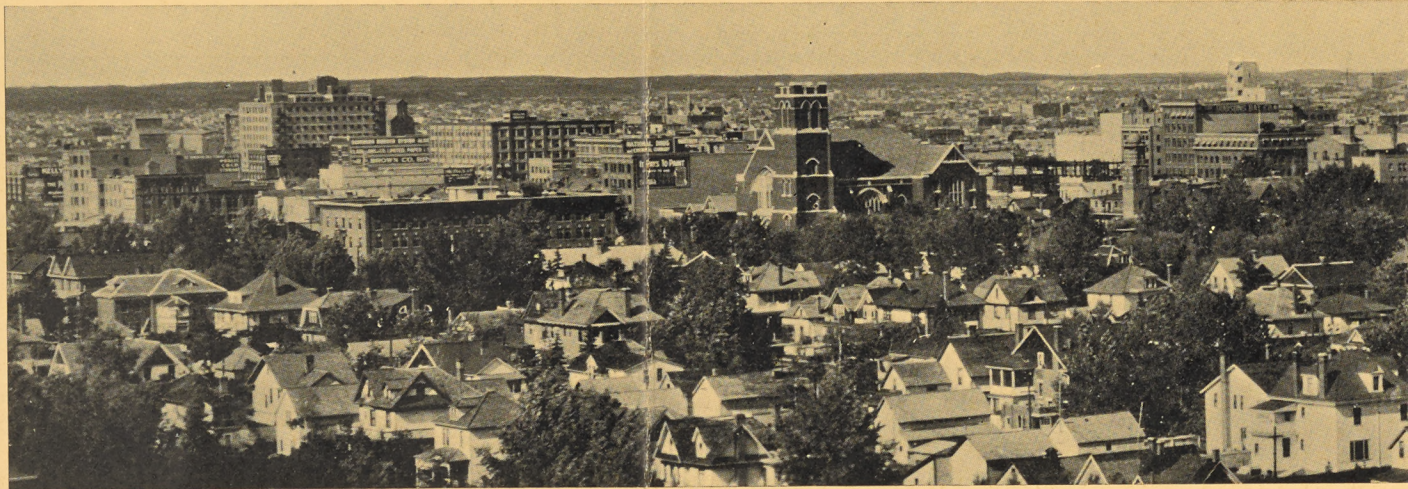




Tourist and Convention Folder
1928

EDMONTON





EDMONTON

capital city of Alberta, Canada, and seat of the Provincial Government embraces an area of 27,000 acres, with a population of 70,000. It is located on the banks of the North Saskatchewan river, about 200 miles east of the Rockies, 312 miles north of the international boundary line between Alberta and Montana, U.S.A., and is 711 miles north-east from Vancouver, Canada's great Pacific seaport. It is the natural trading centre of what is known as the Edmonton District, comprising 50,000 square miles of park-like country, watered with numerous small streams and lakes, and the finest agricultural land in the world.

As an objective for the tourist and a venue for convention gatherings, Edmonton's attractions are unequalled. It abounds in well-appointed hotels and halls suitable for meetings, all replete with every modern comfort and convenience, well-lighted and paved streets, transportation in the shape of up-to-date motor taxi service and an electric street railway to all parts of the city. For those who seek amusement there are theatres and every kind of outdoor recreation provided in the civic parks and playgrounds, while the greatest enjoyment can be derived by motor excursions to nearby lake resorts or the national parks and game reserves. For the tourist there is available a splendidly furnished auto camp, controlled by the city. Edmonton's stores and their proprietors seek in every way, by moderate prices and a high standard of service, to accommodate the visitor, and throughout the whole city will be found the western spirit of hospitality, so warmly welcomed and appreciated by the stranger. All the well-known service clubs have branches with large memberships at Edmonton.

Visitors of commercial bent will find much to engage their attention. They can investigate the possibilities of investment in the farming industry—lands in the Edmonton District or famous Peace River country can be purchased at a figure which represents an adequate and sure return upon all capital invested. Stock-raising and feeding in connection with the grain-handling industry at Edmonton have received great impetus during the last few years, and is still open for further development. Feed of all kinds is abundant, and screenings from the elevators and there is practically no limit to the number of stock that can be fed around Edmonton. The vast coal deposits, timber limits, natural gas, lake fisheries, and commercial openings in the city itself, all await the touch of capital, and business and pleasure may well be combined in their investigation. The oil fields at the Turner Valley and Wainwright,

with their proven wells, are securing notice throughout the continent, and none can say how great may be the riches which these fields will eventually yield.

Appended are some pertinent facts as to the commercial and other activities of Edmonton—

Annual output of manufactured goods, \$32,000,000.00.

Industrial employees, 4,200, and 133 factories.

Three packing plants, including largest packing plant and butter factory in Canada—800 employees and handling 250,000 hogs per annum.

In 1926 the sum of \$7,006,500.00 was paid to farmers shipping livestock to the city.

Lumber mills—annual cut 60,000,000 feet.

Government terminal elevator, storage capacity 2,500,000 bushels; also private elevators.

Forty coal mines operate in the Edmonton area, producing 3,000,000 tons annually of steam and domestic coals.

Natural gas, distributed by private company; field produces 70,000,000 cubic feet per day; present domestic rate 42 cents per 1,000 feet, industrial rate 30 cents.

Edmonton district produced 75,000,000 bushels of wheat in 1927.

MUNICIPAL UTILITIES

Telephone

Waterworks.

Power Plant.

Electric Light Service.

Street Railway.

Exhibition Grounds, built at a cost of \$800,000, and including largest stock pavilion in the Dominion.

Swimming Pools (3).

800 acres of Parks.

Four steel bridges spanning the Saskatchewan River.

Markets. Golf Links.

TRANSPORTATION SYSTEMS

Canadian National Railways.

Canadian Pacific Railway.

Edmonton, Dunvegan & British Columbia Railway.

Alberta & Great Waterways Railway.

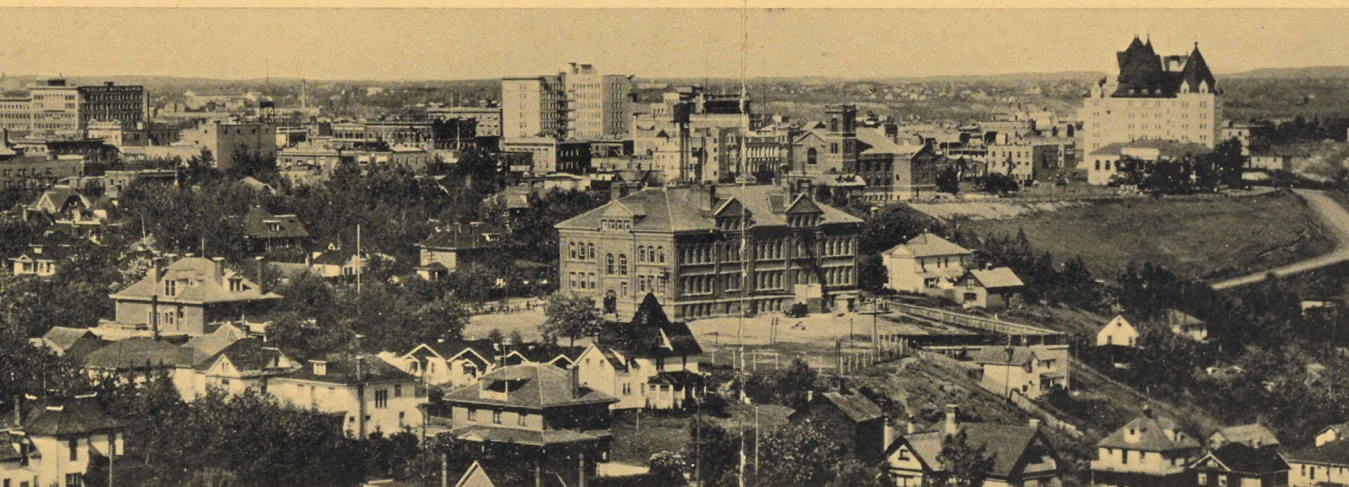
Two hundred and twenty passenger trains arrive and depart from Edmonton railway stations every week: C.N.R., 160; C.P.R., 52; E.D. & B.C., 4; A. & G.W., 4.

Service regularly to Grande Prairie, Peace River and Waterways in the north.

Twelve local branch lines.

Vancouver is reached under 32 hours.

Winnipeg under 25 hours, and Toronto under 73 hours.



HISTORICAL TABLOIDS OF EDMONTON

- 1794—Old Fort Edmonton and Old Fort Augustus founded by Hudson's Bay Company and North West Fur Company at mouth of Sturgeon River, 25 miles below present site of Edmonton.
- 1807—The above Forts destroyed by Blood Indians.
- 1808—New Fort Edmonton and New Fort Augustus built on present site of Edmonton City.
- 1810—Above forts abandoned for new fort 125 miles down Saskatchewan River, called White Earth House.
- 1819—Fort Edmonton re-established.
- 1825—Chief Factor John Rowand placed in charge and built an elaborate fort with stockade 20 feet high, with bastions and cannons. Chief Factor's house known as "Rowand's Folly"—largest establishment west of York Factory.
- 1841—Sir George Simpson visits Edmonton—welcomed by eight Blackfeet Chiefs, who implored him to "grant that their horses might always be swift, that the buffalo might instantly abound, and that their women might live long and always look young."
- 1848—Paul Kane, famous Canadian artist, visits fort and paints beautiful half-breed girl—"Cunnewabum, the girl who looks at the stars."
- 1858-59—Captain John Palliser and James Hector, of Palliser Expedition, visit Edmonton for guides to cross Rocky Mountains in search of a railway pass. Lord Southesk visits Edmonton on hunting trip to Rocky Mountains.
- 1862-63—Lord Milton and Dr. Cheadle visit Edmonton on way to Caribou for Royal Geographical Society.
- 1871—Rev. George McDougall, Methodist Missionary, builds mission on site of present McDougall Church—modern Edmonton begins.
- 1872—Sanford Fleming, C.E., and Principal Grant, John Macoun and Horetzky, reach Edmonton—on first transcontinental railway survey via Yellowhead Pass.
- 1874—Mounted Police, under Superintendent Jarvis and Sergeant-Major Sam Steele, reached Fort Edmonton and winter at Fort.
- 1876—Mail service established with Fort Garry.
- 1881—Frank Oliver establishes that little giant of a newspaper—"The Bulletin."

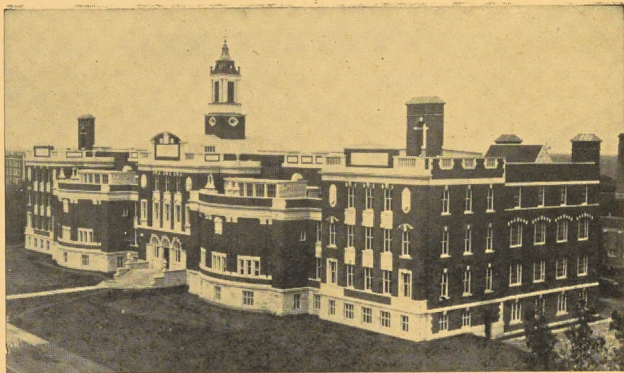
- 1885—Half-breeds' and Indians' Rebellion breaks out in North West. Edmonton gets a thrill reminiscent of Indian war days at the post.
- 1891—C.P.R. reaches North Saskatchewan River, opposite Edmonton.
- 1892—Town of Edmonton incorporated—Mat. McCauley, first Mayor.
- 1897—Edmonton fills with thousands of gold seekers bound for the Klondike.
- 1904—Edmonton incorporated as a City—Wm. Short, first City Mayor.
- 1905—Edmonton made capital of Alberta. Inauguration Day, September 1st, 1905. Canadian Northern Railway built into Edmonton—our first transcontinental.
- 1912—Edmonton and Strathcona, rival cities, unite as Greater Edmonton.

SPORTS AND PASTIMES

Every facility for enjoyment of outdoor pastimes is available at Edmonton.

There are three golf courses, one controlled by the municipality and two private courses, and construction of a fourth is contemplated. Well-equipped grounds and areas of the city parks are devoted to cricket, football, baseball and basketball. Edmonton's famous basketball team, The Commercial Grads, is so well known by dint of its international reputation as champions of the world, that it is hardly necessary to elaborate any reference to the team. None of the roads around Edmonton are bad, and in an average season, they are usually very good, therefore motor trips and picnic parties are always a source of great pleasure. Splendid boating and fishing can be obtained at the lakes adjacent to the city, also good hunting and bird shooting.

There is no need to call a halt to outdoor activities in the winter time. Certainly there are periods when low temperatures prevail, but the average of fine weather and sunshine is very high, and skating, skiing, sleighing, tobogganing, are all-winter amusements. The ice hockey enthusiast finds ideal conditions. There are scores of hockey teams, senior and junior, playing in the different city leagues.

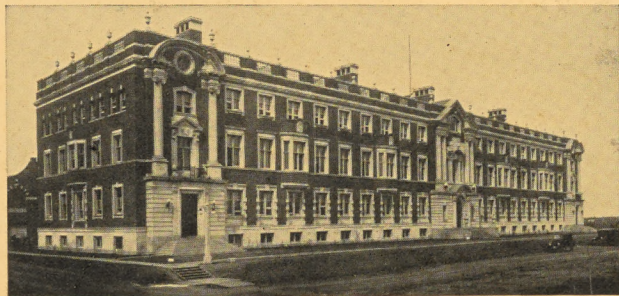


Medical Building, University of Alberta

UNIVERSITY OF ALBERTA

As an educational centre, Edmonton is becoming supreme in the west. In addition to the 49 public and high schools, there are many denominational and other colleges, technical schools and institutions devoted to business training.

Every opportunity in early training is available to the student, who, subsequently has the crowning advantage of entering the University of Alberta. Dating from the passing of an act of the Provincial Legislature in 1906, the University, from a small beginning, now occupies a magnificent group of buildings situated on the south bank of the Saskatchewan river and immediately west of the high level bridge. The President, Henry Marshall Tory, was appointed by the government in 1908, and still remains at its head. To his genius for organization and untiring efforts must be largely attributed the wonderful strides made by the University, and the splendid facilities that are now given for the acquiring of knowledge. The first session of the University opened in September, 1908, and during 1911 Athabasca Hall, the first building of the University scheme, was completed. Assiniboia Hall was added in 1913, Pembina Hall a year later, and the main teaching building was finished in 1915. After the break occasioned by the Great War, in which close upon 500 students from the University took part, building was continued with an extension of the civil engineering unit and a duplication of the building by a similar structure at the north end of the main teaching building. The medical building, a picture of which is shown, was commenced in 1920, and available for teaching purposes in the summer of 1921. The Medical Faculty is endowed under the Rockefeller Foundation, being the first endowment received by the University from private sources. In 1922 the hospital built by the City of Edmonton upon an adjoining site was transferred to the University, and thus became available for clinical instruction in medicine. An additional clinic has also been established in connection with the hospital. The University maintains a very highly-equipped experimental



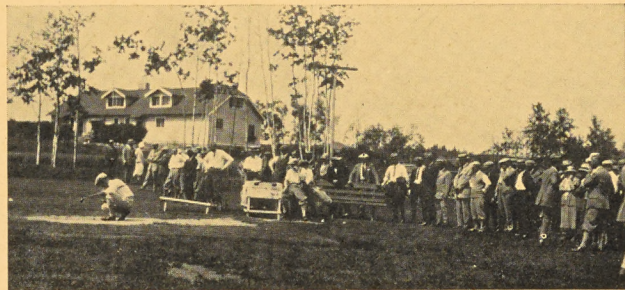
Arts Building, University of Alberta

farm, department of agricultural engineering, a successful extension department, press bulletin, system of travelling libraries, and a bureau of information. The library consists of 30,000 volumes.

EDMONTON GOLF COURSES

One of the most beautiful spots in the City of Edmonton is the municipal golf course, and no matter how intent the golf enthusiast may be upon his game, he cannot fail to appreciate the delightful character of the surroundings.

Victoria Park, where the eighteen-hole course is situated, consists of 180 acres of scenic beauty lying in the valley of the Saskatchewan River, immediately west of the Provincial Parliament buildings. Access is gained by a motor road, passing through the gardens around the Buildings. Those who prefer to walk can take a short-cut down the hillside, immediately west of the High Level Bridge. On the one hand there rises the green clothed



An Edmonton Golf Course

slopes of the valley, on the other the Saskatchewan river winds through the tree-covered banks. The valley curves with the bends of the river, and the whole forms a vast natural amphitheatre—fit spot for a city's playground.

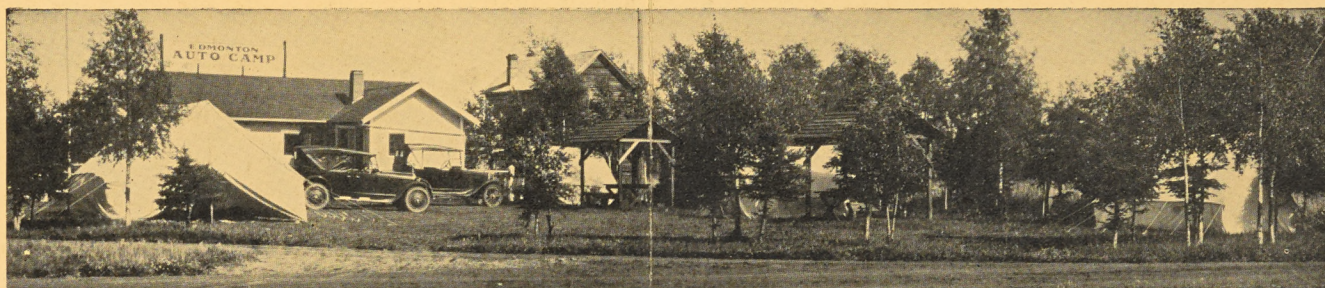
Charges are reasonable, 35 cents for 18 holes, while those who are remaining in the city for any length of time can obtain fifteen round tickets for \$4.00. The course is in charge of a highly capable professional, and refreshments are available at the clubhouse.

There are two other courses in the city in addition to that controlled by the municipality. One is that of the Edmonton Golf and Country Club, located at the westerly limits of the city, and the other that of the Mayfair Golf Club, situated on the south side of the river, immediately north of the University grounds. The officials are—Country Club: Hon. Secy., A. H. Dickens, 30 9964 Jasper Avenue; Mayfair Club: Secy.-Treas., G. G. Harris, University of Alberta. Both are open to "introduced" visitors at a tariff of \$1.00 per day. Guests at the Macdonald Hotel can obtain introduction for the Country Club from the manager.

MUNICIPAL SWIMMING POOLS

Edmonton is well equipped for safe outdoor bathing. Within three years the city has built three outdoor pools in different parts of the city. The first was built in a most charming rustic setting at Riverside Park, Edmonton South. Another is now located in the west end at 119th Street and 103rd Avenue. This is the pool most convenient to the centre of the city. The third is situated in Borden Park, adjoining the Exhibition Grounds in the east end of the city. It is easily reached by motor car, or is only a few minutes walk from the Highlands street car line.

Each pool is in direct charge of the City Engineer, and operated by a highly efficient superintendent, who is also a qualified swimming instructor. The water is warmed, and by means of special equipment is constantly filtered and sterilized. In order to secure the greatest degree of safety, regular bacterial control tests are run by the University of Alberta. The city's analytical chemist is charged with the responsibility of seeing that this work is maintained. Charges, both for single and seasonal tickets, are very moderate, special rates being given to children.



Auto Camp, Edmonton

THE AUTO CAMP

Edmonton's auto camp provided for the accommodation of tourists, a picture of which is shown, is situated at the south end of the Athletic Grounds, Edmonton South. It is thus located on the main highway from Edmonton to Calgary, and from the camp all parts of the city are quickly reached over paved roads. This camp is under control of the city and the Alberta Motor Association, and is in charge throughout the season of an experienced caretaker. The camp has been a great success since its institution and all visitors have expressed their appreciation of the service given.

There is a spacious building for cooking, laundry work, etc., outdoor tables, camp sites with tent frames, and everything within reason that the tourist needs.

HUNTING AND SHOOTING

The sportsman finds the Edmonton District the "Happy Hunting Grounds" of his dreams. All the varieties of big game animals native to Western Canada are found in the country around, and the north can even yet boast of a wonderful herd of wild buffalo, although these are strictly guarded by the Dominion government and preserved from the rifle of the hunter. Nevertheless, without them, the enthusiast who elects to make Edmonton his headquarters

for the hunting season, can find plenty of game to keep himself and his equipment fully occupied. A preserved herd of 8,000 head of buffalo is preserved at Wainwright Buffalo Park.

In the early fall, shooting Hungarian partridge ushers in the bird season. Imported from Europe these birds have rapidly acclimatized themselves in Alberta, and are now to be found practically throughout the province. They lie close, rise altogether in a flock, are strong and fast on the wing, and give great sport. Ducks are found around all the lakes and sloughs, increasing in number as the weather becomes colder and the birds come down from the north. When the hunter locates a strong flight, he has a wonderful time. At certain points the big Canadian grey goose is found, but as the experienced hunter is aware, goose shooting is a tricky business, and the sportsman must be prepared to spend time and trouble if he wishes to obtain some of these splendid birds. At the lakes farther north, conditions are not so exacting.

Prairie chicken and partridge, or ruffed grouse, are found all over the province and particularly in the Edmonton district, its park-like character being especially favorable to these birds. Blue grouse and ptarmigan are found to the west, in the foothills of the Rockies, and if the hunter penetrates into British Columbia some very good pheasant shooting can be obtained. The humble jack rabbit and snow-shoe hare are in evidence everywhere.



Herman Trelle, World's Wheat and Oats Champion

Grain Field near Edmonton

The big game hunter who has the time to spare can experience a season packed full of activity, starting early and ending late. He can commence with bear, mountain sheep and goat, these being found in the vicinity of Banff and Jasper. The season for moose and deer opens on November 1st. Deer are to be found west and south-west of the city, along the banks of the North Saskatchewan river, and the moose country extends north-east and north-west from Edmonton. The man who secures one of these northern moose, with their magnificent spread of antlers, is a proud hunter. Licenses imposed upon non-resident hunters are reasonable.



Lake Resort

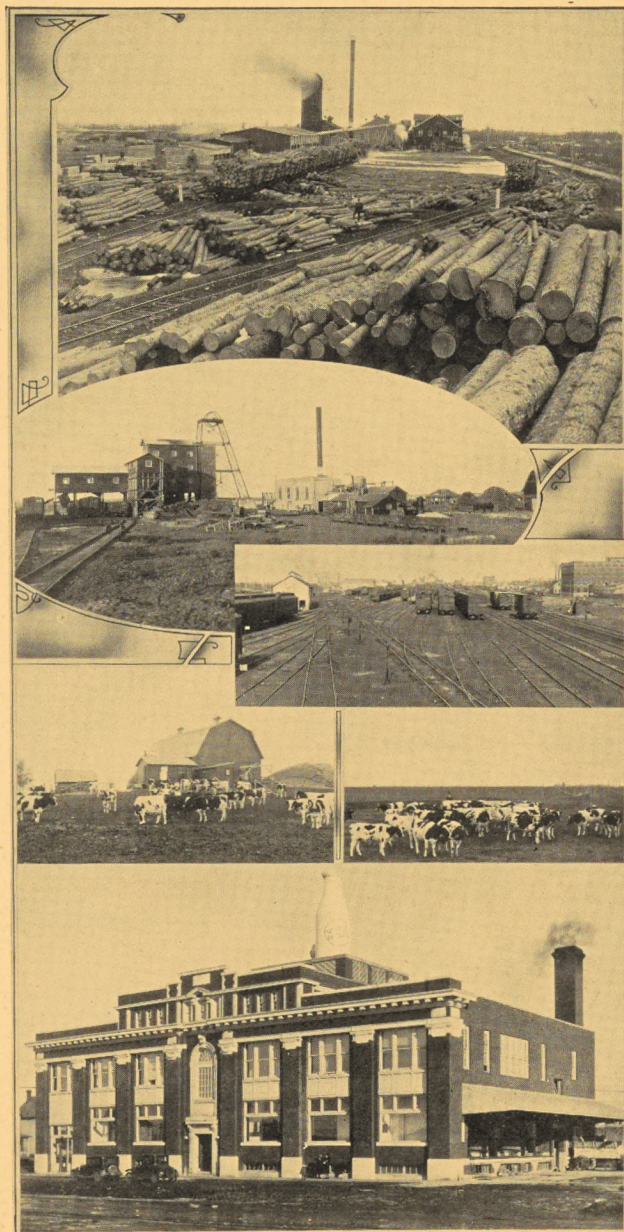
LAKE RESORTS

Within a short distance of Edmonton and easily reached by train, or by motor car over well-travelled roads, are a number of lakes, situated amid picturesque settings, and of considerable area. These lakes have been extensively developed as summer resorts and offer to the visitor every opportunity for a pleasant holiday, including camping sites, cottages at a moderate rental, boating, sailing, riding, fishing, tennis, and other outdoor recreations. There are well-equipped stores, supplying the campers' varied wants, mail delivery, telegraph and telephone service.

The tourist, making either a long or short stay, will find agreeable companionship among other holiday-makers.

The lakes most extensively patronized as being fairly adjacent to the city are: Cooking Lake, about 20 miles south of the city; Edmonton Beach, a similar distance to the west; Lake Wabamun and Seba Beach, a little farther to the west; Lac Ste. Anne and Alberta Beach, also to the west. Elk Island Park, 35 miles to the east of Edmonton, is a government game and forest reserve, but provision is made for tourists, and here may be viewed a herd of buffalo, together with elk and other deer. Lac La Biche, north-east of the city, involves a somewhat longer trip, but offers great possibilities for a quiet vacation; and Cold Lake, also to the north-east, similarly means a longer trip, but its magnificent trout fishing, unequalled in the west, amply repays any expenditure of time or trouble.

SOME OF EDMONTON'S INDUSTRIES



The above are a few of Edmonton's Industries.

North West Lumber Co., output 20,000,000 feet per annum.

Coal Mining.

Railway Yards.

Dairy Farming.

Edmonton City Dairy, one of the largest enterprises of its kind in the West.



JASPER NATIONAL PARK

Canada's largest and most magnificent playground, retained in its primeval condition, is 250 miles west of Edmonton, and reached by the Canadian National Railway. The motor road to the Park is one of the most important links in the Edmonton to Vancouver main highway now in course of construction, and is engaging the attention of both Federal, Provincial and Municipal authorities.

Jasper National Park contains 4,400 square miles of mountain and foothill country, lying on the eastern slope of the Rocky Mountains. Extending from the great Columbia ice-field to the south to the 53rd parallel on the north, it includes every type of mountain scenery—pine-clad hills; bare, contorted limestones, torrential rivers, beautiful lakes, mountain tarns, mighty peaks, like Edith Cavell, crowned with perpetual snow. The central physical feature of the park is the great valley of the Athabasca River, one of the largest rivers of the continent. Over the Great Divide along the western boundary of Jasper Park lies Mount Robson Park, which includes within its serried boundaries Mount Robson, the monarch of the Canadian Rockies (12,972 feet); Emperor Falls, the noblest cataract in the Rockies; Berg Lake; Berg Glacier, a vast curtain of green ice a mile long.

As a sanctuary for wild game, Jasper National Park is the greatest in the world. Within its borders are to be found big horn mountain sheep, mountain goat, bear—cinnamon, brown and black—caribou, moose, deer, elk, beaver, otter, marten, wolf, coyote, lynx, and other fur-bearing animals. It abounds in bird and plant life. In the country adjacent to the park, sportsmen, in season, have wonderful opportunities for hunting big game, while fishing can be obtained within the confines of the park itself.

Every accommodation for guests and tourists is provided at Jasper Lodge, maintained by the Canadian National Railways, and yearly an increasing number of visitors prove its attractiveness by spending their vacations in these ideal surroundings. There is infinite variety of amusement—riding, mountain-climbing, fishing, hiking, motoring, boating, swimming, camping, golf, tennis, and the amateur photographer finds a paradise for his hobby. Jasper Lodge golf course, laid out in a setting of rare beauty, is one of the finest tests of golfing skill in America. Guides, riding and pack horses are obtainable. Information concerning the park can be obtained from R. F. Knight, Dominion Government Superintendent, Jasper Park; or Manager, Jasper Park Lodge; or the Canadian National Railways.

ALBERTA OIL FIELDS

Recent strikes in the Alberta Oil Fields have focussed upon them special attention from all parts of the continent.

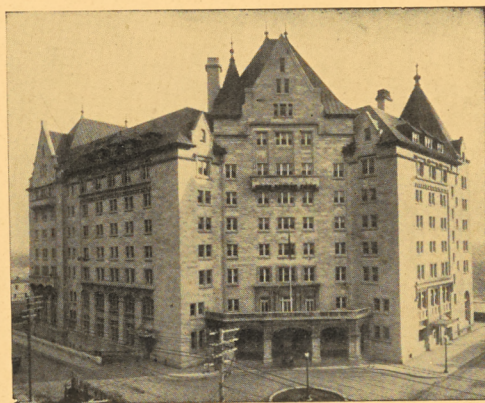
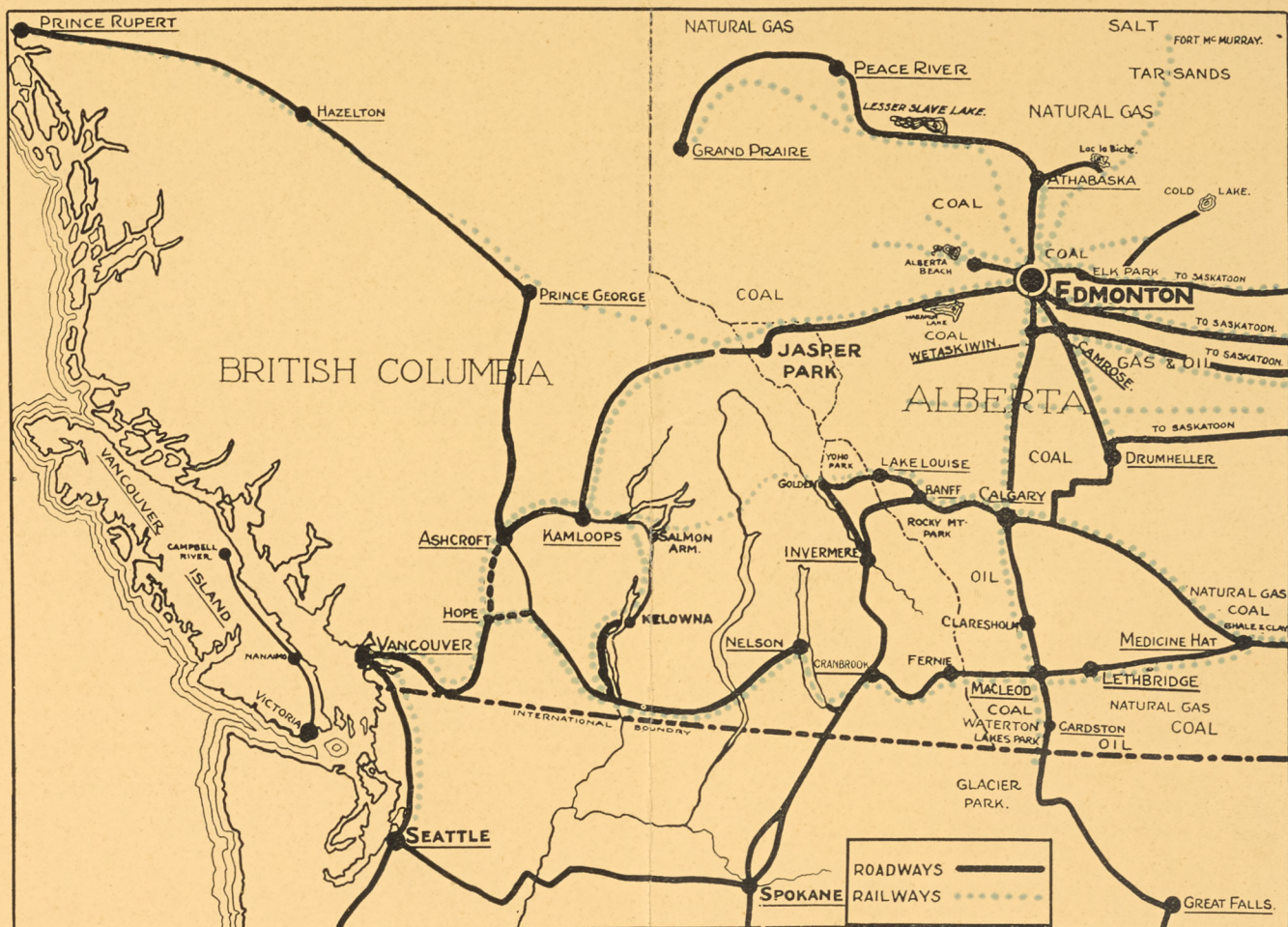
During the last few years great developments have been made at the Turner Valley, where is located the famous Royalite well, considered to be one of the richest and with the most consistent flow of any oil well in North America, and also at Wainwright, where wells giving a heavier grade of oil, are yielding steadily.

Activities in these respective fields are now continually increasing, and a great deal of money is being invested in borings.

The work now being carried on will prove, beyond a doubt, the extent of these respective fields, and as it has already been manifested that oil can be obtained in very profitable quantities, it is also fairly sure that some of the investors will reap substantial returns.

For carrying out investigations in the Alberta oil fields, Edmonton is the best headquarters, being in close proximity to all the various points where borings are taking place.

ALL ROADS LEAD TO EDMONTON



Macdonald Hotel, Edmonton

This Folder is Officially Published by the City of Edmonton and the Edmonton Board of Trade.

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